

RECRUITER

United States Army Recruiting Command

February 2001

Journal

United States Army Recruiting Command

February 2001

AN ARMY OF ONE. In the United States Army.



U.S.ARMY

Recruiter

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FLARE

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The February cover is a condensed version of one of the new ad campaign posters.

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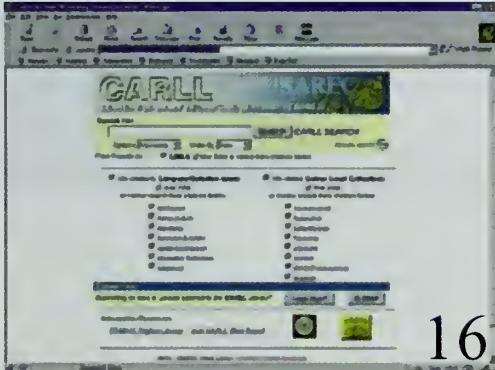
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From the Commander

AN ARMY OF ONE

In 1981 I was in the room with the USAREC commander when the new Army advertising campaign and slogan, "Be All You Can Be" was viewed for the first time by General Maxwell Thurman. I remember it distinctly. It was a cold morning in New York City some 20 years ago this month. After the first viewing you could easily sense the power this slogan, jingle, and campaign would have. The approach was tremendously powerful in what it said about the Army and the opportunities available to America's youth. "Be All You Can Be" resonated with the youth of that time over two decades ago and contributed to our mission success. Today it is one of the most widely recognized jingles in American culture.

Once again I am privileged to be at the launch of yet another era in Army history. Today we face new challenges, with a new generation in a new century. The environment is different, the market is different, and the Army is different—you have heard me say that before. The transformation of the Army of the 21st century requires a fresh and invigorating message that captures the essence of what the Army is today. We are one team and each soldier is a vital part of *the* Army. The new slogan, "An Army of One," carries a new and powerful message with today's youth. It has the same energy, vitality, and resonance with the target audience we are interested in.

It challenges young Americans to be part of something bigger than themselves. The Army is not what you do, it's who you are and what you are a part of. "An Army of One" says that Army service makes who you are today better than who you were.

MG Dennis D. Cavin



This new slogan was announced in mid-January and by now all of you have received your launch kit with implementation guidance. Although most of you joined the Army under "Be All You Can Be," it is time for a fresh message that speaks to the needs and aspirations of today's youth in a way that is more relevant to their lives. In today's trend of reality-based media, research showed us that having real soldiers discuss their actual careers, their personal motivations, and their individual Army experience excites our prospect audience. As recruiters, you already know that you build our Army one contract at a time. This new campaign will be a valuable tool in our kit bag of resources to get our story told.

As this campaign unfolds, I am confident that this fresh new message will enhance awareness and recognition that the Army is not just a vast organization. Instead, I believe it brings the realization that the Army *is* people – individuals just like themselves. Tell them your story, and ask them to join you... in the Army.

I know you will embrace this campaign with the same energy and excitement that I and the leadership of USAREC have. Everyone in this command must be strong advocates of the direction we are taking, and more importantly, avid communicators of the message. 

A composite image featuring the U.S. Army logo on the left (a five-pointed star inside a square with "U.S. ARMY" and "SM" text) and a close-up photograph of a soldier's face on the right, wearing a camouflage beret and a serious expression. To the right of the soldier is a block of text in a green, sans-serif font.

**Even though there are 1,045,690 Soldiers
just like me, I am my own force. With
technology, with training, with support,
Who I am has become
better than who I was.
And I'll be the first to tell you, the might of
the U.S. Army doesn't lie in numbers.
It lies in me.**

New Year's Resolution number 4 1. Or I should say 4 and 1. You've heard of it. **USAREC's revised weekly work ethic standard.** Four sales interviews and one test per recruiter per week. Go back reread the bold print. Two words should get your attention — "revised" and "standard."

Revised. Why did USAREC revise the standard? For years stations have depicted weekly work requirements by creating complicated charts using historical achievements. For years I've heard leaders tell me "the conversion data is corrupted, the requirements are unachievable, or no one understands the system." In recent times we've created hybrids like DAPP, C2, and Phoenix News. DAPP applied MAP and LSA, and is still considered by many too complicated. The other programs, although hardly complicated, are also hardly achieved. I wonder why that is? The excuses were eliminated.

I'm going to go out on a limb and say our force hasn't accepted these imitations because they know they're not really USAREC standards but just more supplementation by subordinate organizations.

Soon, however, USAREC will distribute the Station Missioning Operational and Organizational Concept. The rules of engagement. It will contain procedures and standards approved by the commanding general, MG Dennis D. Cavin. All other programs will cease.

The CG has already provided each of you, through command wide email distribution, his eight goals and three non-negotiables. I recommend you reread and post them where they won't be forgotten. The first goal is "To lead an organization that makes **all missions.**" All of us want to belong to a winning organization.

The third non-negotiable is **standards.** "We have high standards, and I want them enforced. You are well trained. I expect you to maintain your stations, your vehicles, your physical and mental fitness, and to represent the Army with the same degree of pride and professionalism that brought you to us in the first place."

These are your Commander's words. Make all missions and enforce standards. The word selective is not even mentioned.

Sure, we were successful 1st quarter. USAREC achieved the Army accession mission. But, we missed the contract mission. A very achievable contract mission I might add. Falling short 1st quarter puts us still in the hunt writing new contracts to access January. If we continue this trend, February thru May are at risk.



CSM Roger Leturno

What's a **standard**? Webster defines standard as something established for use as a basis of comparison in measuring or judging capacity, quantity, content, extent, quality, etc; a level of excellence or attainment regarded as a measure of adequacy. In short, a standard is an established measure for performance, which when achieved, produces acceptable results. Fall short of the standard and risk success. Exceed the standard and achieve excellence.

So, will 4 and 1 remain our standard? For now. I stated earlier past prospecting standards have neither been enforced nor achieved. Sometimes I think we miss the intent. Is a standard to prospect for an appointment or make an appointment? It's to make the appointment. Now, let's further quantify the commander's intent. Prospect with the sense of urgency and at a level to make enough appointments that supports 4 applicant interviews and test 1 per week. Now, if the performance measures are met, there should be confidence in the system that produces. The appointments are good, therefore, the number of interviews and quality tests should occur to achieve the mission. You may not need the command standard to succeed, but the command standard insures success.

Everything we do is measured against standards. Soldier standards are learned early. They're ingrained from years of practice, and we take many of them for granted. It's often the new and changing standards that are challenging. Never the less, they are standards. We're responsible for attaining them. Additionally, leaders are charged to evaluate performance against standards. They use counseling, training, and leadership to improve subordinate performance and accomplish the mission.

My New Year's resolution is a renewed commitment to making all missions and enforcing standards. We will do this together. It's expected, and it's right. Good Recruiting. 



Chaplain's Motivational Notes

"When a Professional is Needed"



by Chaplain (LTC) Jim Stephen
USAREC HQS

In the next three or four months I will be going to the Dental Clinic for my annual exam. Every three to four months I take the car or the pickup to the mechanic to be serviced. The Army requires me to have a physical exam at least every five years. I go to "marriage enrichment" seminars or workshops with my wife every two or three years to reassess our goals, communication skills, and to get another point of view.

While I may feel inadequate or do not have the time to service my vehicle, others may say they can service their own vehicle. I tend to do my own repair work on electronic equipment such as the cassette player, radio, TV, and VCR, while others may prefer to take their equipment to an electronics repair shop. And yet, as an expert in marital relationships, I

still go to a professional workshop from time to time to get feedback, to learn, and to revalidate my marital relationship.

There is a well-known saying: "A doctor who treats himself has a fool for a patient." I would like to suggest that a couple who think they know everything about the marital relationship just because they are married, may be missing a lot of opportunities for growth and development.

Within the U.S. Army Recruiting Command there is an active duty Command Chaplain at the headquarters and an active duty Brigade Chaplain in each of the five line brigades. The Unit Ministry Team (UMT) has a goal of providing at least one marriage enrichment workshop per battalion per year, along with single soldier events, self-esteem workshops, parenting skills, etc. Every married soldier should seriously consider attending a workshop every three years as a minimum.

The Secretary of the Army funds most of the Chaplain programs offered in USAREC. I continue to encourage every commander from the CG down to the station commander to support and promote chaplain programs

I encourage every recruiter to at least know who their UMT is and to be aware of the programs being offered. Please contact your UMT for information about any events being scheduled this year. All UMTs are listed below.

Please encourage recruiters everywhere to read this message, and then send your comments to:
James.Stephen@usarec.army.mil. 

HQ, RS Bde, GK, AMU

1st Brigade

2nd Brigade

3rd Brigade

5th Brigade

6th Brigade

CH (LTC) James R. Stephen/SFC Ellis

(502) 626-0535/0534

CH (MAJ-P) Brett Travis/SSG Slade

(301) 677-2943/2824

CH (MAJ) Bryan Simoneaux/SSG Brown

(404) 362-3207

CH (MAJ) Bill Underwood/SSG Wilson

(502) 626-1039/1037

CH (MAJ) Mark Zerger/SSG McLaurin

(210) 221-1565/2767

CH (MAJ) Larry Blum/SSG Williams

(702) 639-2026/2027

Becoming “An Army of One”

by Bob Orr, Senior Account Executive, Leo Burnett USA

Since it was unveiled earlier this month, there has been quite a buzz surrounding the Army's new slogan, “An Army of One.” And with the campaign ready to kick into high gear with a second wave of exciting new ads, the buzz is expected to grow – to the benefit of Army Recruiters.

With more than 400 news segments ranging from CNN to Good Morning America to New York Times, “An Army of One” is on the forefront of American minds. With a bold departure from previous marketing efforts, “An Army of One” sends a powerful dual message to today's Army target. First and foremost, “An Army of One” is about the collective strength of more than one million soldiers united under one mission and set of values. It's about teamwork. It's about being part of the most feared and respected ground force in the world.

On the other hand, “An Army of One” is about the Soldier. It's about the individual physical, mental and emotional strength that lives inside of each and every Army soldier. It tells the story of the transformation that takes place as young men and women become Soldiers, and Soldiers become leaders.

“We needed to film these commercials in a way that would catch the interest of young adults and show them the benefits of the Army, but also inspire them to be part of something bigger than themselves,” said Pat Lafferty, vice president, account director, Leo Burnett, and also an Army veteran. “We showed the work to different groups of young people, and the response was overwhelming. They immediately picked up on what we were trying to say.”

In addition to an engaging slogan, new logo concept, a redesigned Web site and a platoon of new ads, the campaign will use methods not traditionally used by Army Recruiting to appeal to the tastes of today's young adults.

“The new advertising spans virtually every type of media available to us, and a few we needed to create,” said Lafferty. “Of course, the usual types of media will be leveraged – television, radio and print ads – but we have really blown out the goarmy.com Web site and will soon begin implementing postcards, arcade networks and sidewalk decals as well.”

The new commercials will air during programs that today's prospective soldier watch on a regular basis. In addition to a strategic sponsorship of the soon-to-be-launched XFL, the new ads will be seen during shows



such as “Friends,” “The Simpsons,” “Buffy the Vampire Slayer,” and on MTV.

“The XFL sponsorship will give us four thirty-second spots during each telecast, as well as exclusive on-site presence at all games, rights to use a number of XFL logos and personalities, as well as use of the PA and Jumbotron at games,” said Lafferty. “The move to popular television programming was important since a large majority of teens and young adults are regular viewers.”

With collaboration from Cartel Creativo, a Hispanic agency based in San Antonio, Texas, and IMAGES USA, the Army's Atlanta-based African-American agency, Leo Burnett created strategic plans for reaching a diverse range of prospects.

Television spots will air on Black Entertainment Television (BET), and Hispanic versions of the commercials will air on Spanish-language television. Local spot radio will also play a strong role in both markets. The Army will also pursue a strong targeting effort toward influencers in both the Hispanic and African-American communities.

“We believe this campaign is going to have a lasting positive effect on the recruiting process,” said Lafferty. “We expect these changes will make recruiting easier and build on the pride of those already serving our nation.”

AN ARMY

Personal growth, opportunity
become better than who I am.

With training, technology
and have the inner drive to

The Army *is* people. The strength
the combined efforts of each
valued and important and

The Army and the individual
The Army's greatest strength
and mental character of A
in the Army of One.

AN ARMY OF ONE



U.S. ARMY

Army.com

OF ONE

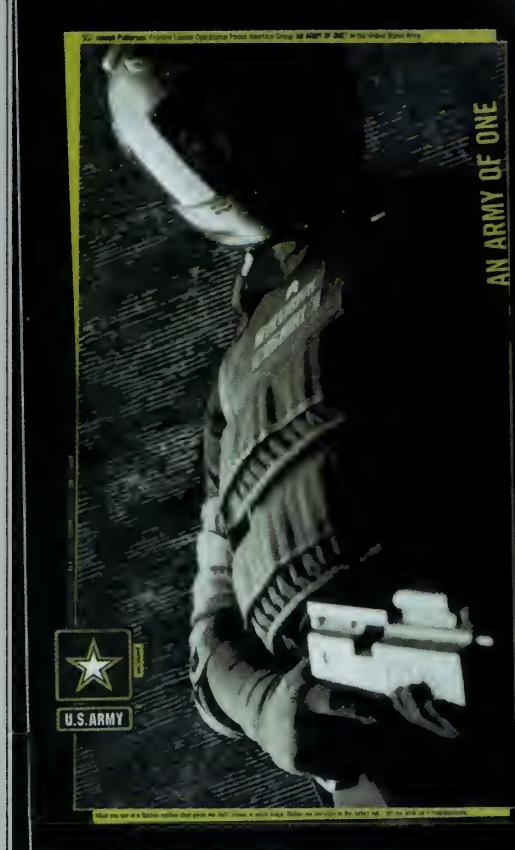


y, and pride: "Who I am has
as."

and support, I have no limits
o more than I ever imagined.

ngth of the Army comes from
n soldier. My part of that is
ill make a difference.

solider cannot be separated.
is the united physical, moral
erica's soldiers -- Teamwork



“An Army of One”

The United States Army: there is no greater ground force in the world. The Army is people. There are more than 1,045,690 Army soldiers who dedicate their lives to protecting the values that define our Nation. From Korea’s Camp Casey to Kuwait’s Camp Doha, from Germany to Georgia, from Tuzla to Tokyo, American soldiers stand ready to defend our national interests. Together, they are “An Army of One”SM—one Army, one team, one mission, and one set of values.

The Army and the individual soldier cannot be separated. The Army’s greatest strength is the combined physical, moral and mental character of America’s soldiers. And “An Army of One” summarizes that single intangible combination.

“An Army of One” is about the extraordinary soldiers, veterans, employees, and family members of the United States Army. These four words, “An Army of One,” embody the spirit of the American soldier. “An Army of One” sums up the personal transformation that occurs as young men and women grow to become soldiers through the training, leadership, personal

enrichment, and the expertise the Army provides. The Army invests in people. The Army’s emphasis on training soldiers focuses on helping them achieve their personal best as an individual or as part of a powerful, professional team. Mentally and physically, the Army uniquely challenges and personally empowers the patriotic men and women who volunteer to serve and defend their country in the uniform of the United States Army.

The Army is a values-based team built on a foundation of loyalty, duty, respect, selfless service, honor, integrity, and personal courage. Regardless of how or where they serve, soldiers are a vital force in their community and for their country. This is true for all soldiers, past and present: Active Army, Army National Guard, Army Reserve, ROTC, U.S. Military Academy and the retired Army.

The might of the U.S. Army does not rest merely in its numbers. The greatest strength of the Army comes from each individual—the mind, body, and heart of the American soldier. Individual—the mind, body and heart of the American soldier. 

AN ARMY OF ONE

Soldier Biographical Information

Army Advertising Campaign

Corporal Richard P. Lovett ("Dog Tags" television advertisement)

27th Engineer Battalion, Fort Bragg, N.C.

Military Occupational Specialty: 12B (Combat Engineer)

Hometown: Tampa, Fla.

Family Military Legacy: Father served in the Army

Sergeant Joseph E. Patterson (print advertisement)

U.S. Army Soldier and Biological Chemical Command/

Soldier System Center, Natick, Mass.

Military Occupational Specialty: 11B (Infantryman)

Hometown: Cumming, Ga.

Family Military Legacy: Father served in the Navy

Specialist Natalie Ortiz (print advertisement)

32nd Medical Logistics Battalion, Fort Bragg, N.C.

Military Occupational Specialty: 91K (Medical Laboratory Specialist)

Hometown: Rockport, Texas

Family Military Legacy: Father served in the Army

Specialist Carlos Perez ("Earthquake" television advertisement)

6252 U.S. Army Hospital (Reserve), Ventura, Calif.

Military Occupational Specialty: 91B (Medical Specialist)

Home: Los Angeles

Family Military Legacy: Father served in the Army

Sergeant Leroy Durrah Jr. (print advertisement)

HHC, 501st Signal Battalion, G-6 Section, Fort Campbell, Ky.

Military Occupational Specialty: 74B (Information Systems Operator/Analyst)

Hometown: Wellford, S.C.

Family Military Legacy: Father served in the Army



Crash course in Army advertising

story and photos by Janet Heyl, Pittsburgh A&PA

Most people dread the thought of totaling their automobile. But for the past 12 years, SSG Donald Wilson, Morgantown RS, has paid good money to people to demolish his vehicles.

It's not part of an elaborate insurance scam. Wilson is just carrying on a unique family tradition — competing in area demolition derbies.

"When I was growing up, my dad worked in a bank and at a used car lot," Wilson explained. "He used to take a car off the lot and enter it in the derby. When he retired in 1988, I just started taking over."

Wilson, who prefers large-model Chryslers from the 1960s, said he scouts around local scrap yards searching for an entry vehicle.

While he isn't choosy, he does have one steadfast rule — he won't spend more than \$100 for a derby vehicle.

"Believe it or not, some people will pay more than \$1,000 for a car — which is senseless since the most you can win is \$500," he added.

Even the clunkers Wilson chooses need some work before they are deemed competition-ready, he said.

"You have to strip everything...the interior, glass, trim and lights, basically the only thing you can keep is the front passenger seat."

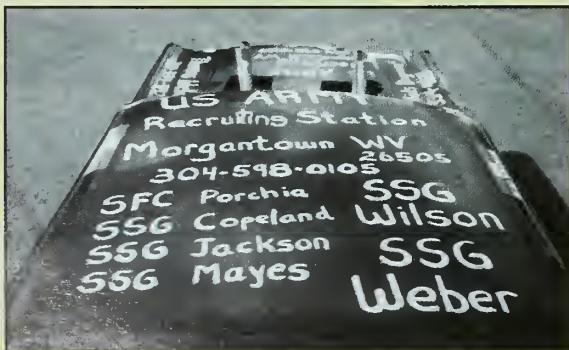
But before he can commence crashing, Wilson must first laboriously rebuild the car to ensure a somewhat safe, if not bumpy, ride.

"The batteries go in the passenger-side floorboard and the gas tank is relocated behind the driver's seat," he said. "All the doors are welded shut and the spark plugs are tied so they won't fly off."

According to Wilson, a personalized paint job provides the finishing touch to the newly altered auto.

"In the past, (before coming to Morgantown), I'd get local restaurants and car lots as sponsors and paint their names on the car," he said. "This year, I was trying to get a little Army advertising for myself and the price was right — it was free."

Wilson's collision car entry was a black four-door sedan



Instead of using his demolition derby entry to advertise the names of local businesses, SSG Donald Wilson's vehicle was a rolling endorsement for the Army and the Morgantown RS personnel.

adorned with gold-painted names of recruiters, the Morgantown Recruiting Station telephone number plus Army slogans.

Introduced as "SGT Wilson, #89, your local Army recruiter," Wilson added that he does have an official name for his souped-up sedan — "Mr. Scary."

"I'm #89 because I graduated in 1989 and since I'm always hitting other cars really hard and tearing up my car a friend started calling me 'Mr. Scary' and the name stuck," he said.

While the idea of smashing a car in working condition may seem a bit foreign to some, Wilson explained that it's just like bumper cars for adults — with some additional modifications and rules.

According to Wilson, just like the rules governing most amusement park bumper car rides, derby drivers are prohibited from head-on and driver-side collisions. However, he added, unlike amusement park rides, demolition derbies are held in a big rectangle pit lined with tires. Drivers must be at least 18 years of age and must collide every 30 seconds.

"Typically a derby consists of three heats with about seven cars on one end facing off against seven cars on the opposite end. Heats usually last anywhere from 10-25 minutes and end when there are only two cars left that can still move," he added.

Wilson said he prefers to square off in the first heat because should he make the cut, it gives his crew time to get ready for the final heat.

"I have a pit crew of about six people and between heats they put in gas and try to pound out some of the dents in the car," he said.

Wilson, whose Army vehicle didn't make the final heat this year, maintains that this might be his last year crashing cars.

"Even though I wear a helmet and eye protection, I'm getting older and have to worry about getting hurt," he pointed out.

But Wilson said the camaraderie coupled with Army advertising will probably inspire him to continue crashing cars.

"I stripped the car, rebuilt and painted it with my friends and family," he stated. "In addition to the 5,000 people who see it at the derby, if I have it ready in May, I can take it to local high schools and set it in the lot. Now that's a lot of free publicity."



SSG Donald Wilson poses next to his demolition derby entry. The black collision-car sedan was adorned with recruiters' names and, of course, the station telephone number.

USAMU soldiers named as U.S. Olympic Committee Shooters of the Year

by Tori Svenningson

USA Shooting

Two soldiers and a soldier's spouse of the U.S. Army Marksmanship Unit of Fort Benning, Ga., have won titles of shooters of the year, USA Shooting announced today. USA Shooting is the national governing body for Olympic shooting sports in the United States.

An Olympic Bronze Medal for SFC James "Todd" Graves gave the USAMU shotgun shooter a nod as the U.S. Olympic Committee Male Shooter of the Year and USA Shooting Male Shotgun Shooter of the Year.

A veteran of the 1992 and 1996 Games, Graves took advantage of his previous experience to secure his place in Olympic history with a Bronze Medal win in Skeet. This past year, he stood out nationally as well when he won the Silver Medal at the National Championships. The award is the second of its kind; Graves was named the

USA Shooting Male Shotgun Shooter of the Year in 1998. This year, Graves also won the title of U.S. Army Athlete of the Year.

Nancy Johnson, wife of USAMU Olympian SSG Kenneth A. Johnson, is the U.S. Olympic Committee Female Shooter of the Year and USA Shooting Female Rifle Shooter of the Year.

Johnson won the first Gold Medal of the Olympic Games in Women's Air Rifle.

The course of the last three years had been leading up to the Olympic victory for Johnson, who followed a 1998 Air Rifle Olympic Quota Slot win with a National Championship in Air Rifle in 1999. She capped off the run with a Silver Medal in Three Position Rifle at the Pan-American Games that same year.

USA Shooting's Male Rifle Shooter of the Year is USAMU's MAJ Michael E. Anti, thanks to a successful run last year that included the 2000 Olympics, his

second Games. Anti returned to the National Team in 1999 after a five-year absence, but the time away has only made him a more formidable competitor.

Earlier in the year he had made it into the final at the Milan World Cup, barely missing out on a Prone Rifle medal by less than one point. Anti then came racing back into the international spotlight later in the summer when he nailed the Gold Medal in Three Position Rifle at the Atlanta World Cup. A Silver Medal followed at the Munich World Cup Final. Anti also picked up a Silver Medal in Three Position Rifle at the National Championships.

Other USA Shooting title winners include: Bill Demarest, Male Pistol Shooter of the Year; Beki Snyder, Female Pistol Shooter of the Year; Adam Saathoff, Male Running Target Shooter of the Year; and Kim Rhode, Female Shotgun Shooter of the Year. 



Left and above: SFC James "Todd" Graves. Right: Nancy Johnson with her Olympic Gold medal.



Martin R. Delany

Recruiting for the Cause

by Annie Arriaga
spouse of SGT Samuel Arriaga Jr
Mid-Atlantic Recruiting Bn

Martin Robison Delany, black abolitionist, physician, and editor during the pre-Civil War period, became an essential contributor to the enlistment of black soldiers into the Army.

With Abraham Lincoln's signing of the Emancipation Proclamation, the freedom of slaves could only be enforced if the Union army won the war. Martin Delany and other abolitionists longed to see a black army that would march through the South, a sign to all that blacks had finally been liberated. Delany urged a fellow colleague, Asa Mahan, a founder of Oberlin College, to request permission from President Lincoln to organize a division of black troops. Although Mahan's request was turned down, in January 1863, John Andrew, the governor of Massachusetts was given the authority to raise a regiment of black soldiers.

Governor Andrew determined that this first black regiment would serve as a role model for all future regiments, and decided to assemble a team of prominent blacks to recruit men from all of the free states. Andrew wrote, "its success or failure, will go far to elevate or depress the estimation in which the character of Colored Americans will be held throughout the world."

While Frederick Douglass and others raised companies of black volunteers in the East, Delany, Charles and John Langston called for volunteers in the West. Traveling through Illinois, Indiana, and Michigan, Delany

recruited black volunteers who would later serve in the 54th Massachusetts Regiment. Acting as an examining surgeon, Delany ensured that potential



soldiers were physically fit before allowing service in the Army.

Delany, with the help of others, established a recruiting agency in which he was able to achieve the overwhelming participation of black troops who yearned to support the Union army in all parts of the country. Despite the ridicule and criticism concerning the recruitment of black soldiers, by the end of 1863, Northern states were clamoring for the services of Delany and his fellow recruiting agents. Delany recruited a regiment of black artillerymen for the state of

Rhode Island, enlisted 5,000 black men for Connecticut, and provided soldiers for Pennsylvania and New York. Once the popularity of recruiting black volunteers became more widespread, many unscrupulous recruiting agencies began to surface. States began to bid against each other for black soldiers, offering bounties to recruiting agents. Unfortunately, many blacks, bribed with whiskey and false promises, were shanghaied into the Army so those agents could collect their bounties.

Delany, running an honest recruiting agency, appealed to the volunteers' sense of black pride as well as patriotism. He also carefully explained to them the regulations governing serving in the black regiments and what compensation would be due to their families and to them as soldiers.

In order to counter the Confederate army's plan to enact a bill enrolling slaves into their army, Delany had an interview with President Lincoln, to propose a corps of black soldiers, who would be commanded by black officers.

"An army of blacks commanded by blacks," Delany said, "would win every slave for the Union and speedily bring the war to a close."

President Lincoln, agreeing with Delany's proposal, requested that he take command and recommended him to the Honorable E.M. Stanton, Secretary of War. On 26 February 1865, Delany was commissioned to the rank of major, becoming the first black man to receive a field commission in the U.S. Army.

Catherine L. Bowie

Best memory was being a recruiter

by Rudi Williams
American Forces Press Service

Catherine L. Bowie watched her three brothers go off to war in 1942 and decided a year later to get into the fight, too.

Later, when her brothers went home, she liked the Women's Army Corps and stayed.

Asked about her military career of more than 24 years, the 86-year-old Bowie quipped, "Well, I can't remember much today. Yesterday, I knew everything."

The first thing she recalled was the Army sending her to cook and baker school. "I changed their minds," she said. "They asked me, 'Why don't you want to cook?' I told them, 'Because I have an associate's degree, and I don't intend to cook for the rest of my military career.'"

Bowie knew exactly what she wanted to be, and that meant focusing on administrative and recruiting assignments throughout her career. The times when the Army wanted her to be a drill sergeant, she said, she volunteered for duty in Germany, Korea or Okinawa for a recruiting job. An administrative specialist, Bowie worked in re-enlistment and separations on Okinawa and other administrative jobs in Germany and Korea.

The recruit training environment left her cold, she said, but recruiting ironically struck her fancy. And she loved recruiting duty in Chicago.

"I like people and get along with them reasonably well," she said.

Bowie retired from the Army on 30 September 1967.

"I used to be talkative — never met a stranger," Bowie noted.

She found out about the Soldiers' and Airmen's Home in Washington when she was a recruiter. "Being a recruiter, I had to know about the retirement home," she pointed out. "When you're trying to sell somebody something, you tell him or her about all their benefits." She used to visit friends living at the home, and in 1993, decided to become a resident.



"I've enjoyed my time here and I enjoyed everything about my service, even 'GI party' night," she said.

Name: Catherine L. Bowie
Age: 86
Date of Birth: 18 Oct 1913.
Place of Birth: Longview, Texas.
Military Career: Joined Women's Army Corps on 1 Sep 1943.
Awards and Decorations: Army Commendation Medal, Good Conduct Medal with five oak leaf clusters and the National Defense Service Medal.
Worst Memory: Kitchen police duty. "KP was the worst thing I ever experienced in my life. The first Easter Sunday I was in the Army, that's where I was — on the garbage cans. My uncle told me, 'I told you to stay at home.'"
Best Memory: Being a recruiter.
Soldiers' and Airmen's Home: Became a resident in 1993.
Hobby: Shopping.

African American Women in Military Service

When the Army established the Women's Army Auxiliary Corps in 1942, only 40 African American women were allowed to join.

They were dubbed the "10 Percenters" because their numbers in the Army matched the percentage of African Americans in the national population. Forty African American women and 400 white women were the first to train at Fort Des Moines, Iowa.

Black enlisted women served in segregated units, participated in segregated training, lived in separate quarters, ate at separate tables in mess halls and used segregated recreation facilities. African American women officers trained in integrated units, but lived under the same kind of segregated conditions as the enlisted black women.

Specialist and technical training schools were integrated in 1943. During the war, 6,520 black women served in what became the Women's Army Corps. African American women were barred from Navy service until 19 Oct 1944; of the more than 80,000 women in Navy blue during World War II, only 72 were African Americans. Only five African American women signed up when the Coast Guard opened its auxiliary to blacks on 20 Oct 1944.

Following World War II, racial and gender discrimination and segregation persisted in the military. By June 1948, only 125 African American women served in the WAC — four officers and 121 enlisted. That's how things were until President Truman integrated the armed forces by signing Executive Order 9981 on 26 Jul 1948. WACs began integrated training and living in April 1950.

“STEP RIGHT UP.....



by MSG Robert Martin
Recruiting Operations Directorate

Phineas Taylor Barnum is arguably the greatest salesman of all times. In his 80 years, Barnum intrigued the wise public of the 19th century by providing shameless spectacles, astonishing feats of bravery, and everything in between – enough entertainment to earn the title “master showman” a dozen times over.

Born July 5, 1810, in Bethel, Conn., Barnum, the oldest of five children, showed his flair for salesmanship at an early age selling lottery tickets when he was just 12 years old. When Barnum died in 1891, he had set the standard for arousing curiosity by sparking the human imagination through song, dance, and more importantly, mystery. Using innovative techniques, showmanship, and salesmanship, Barnum intrigued audiences for many years with what is now billed as “The Greatest Show on Earth.” But before the crowd could see the show, they had to be convinced that the show was worth the price of the ticket! P.T. Barnum was the master of attraction and his techniques for arousing curiosity cemented his association with entertainment that still today bears his name.

“Every Crowd has a Silver Lining”
-P.T. Barnum

Today's recruiters can learn a lot from the master showman. With the command moving recruiting stations to America's malls and college campuses, you as a recruiter must now attract audiences during large gatherings. The ability to successfully “work” a crowd can be very beneficial; however, the inability to arouse curiosity can be detrimental and a waste of valuable time. Functions such as high school events/games, conventions, airshows, college and school table days, county fairs, and other crowd gatherings must be well planned and executed. Often recruiter(s) simply set up a table, sprinkle some RPIs or PPIs on the table, dress up in their Class A uniforms, and stand by at parade rest to answer the questions of those who approach them. Those who adopt this method are normally very unsuccessful!! Exhibiting enthusiasm, confidence, and salesmanship normally aids in the selling of yourself, which in turn aids in selling the Army.

So how could today's recruiter benefit from the actions of P.T. Barnum? First of all, you must believe that the more people you speak to about the opportunities of the Army, the more your chances for success will increase. Barnum adopted the philosophy that if enough people stopped by, others would stop to see what was going on. He believed that crowd dynamics would always prove true that everyone wants to be a part of something new and innovative. This was his “every crowd has a

Converge on large gatherings as a team.

Create a drawing or raffle for a giveaway.

Set up booths or tables and create some kind of competition.

Take advantage of the Fatal Vision Kit.

Use Army equipment.

silver lining” theory which later provided him with the success never before witnessed and earned him the title the “Patron Saint Promoter.” It is not truly feasible to speak to everyone at a large gathering, but it is feasible to arouse enough curiosity to allow you to conduct successful follow-ups to those that display interest during large events. Here are some tips that may aid you in your efforts:

— Converge on large gatherings as a team. Have a team that works the table and another or several teams that work the crowd, sending people to the table or booth. This is similar to the weekend car wash where the lively, innovative salespersons stand on the corners and attract attention with signs, music, dress, etc. Have some great giveaways that are really attractive to the Generation Xers and Yers. Explain that a simple trip to the booth or table could provide one of the giveaways.

— Create some type of drawing or raffle for a giveaway that requires the completion of an entry card with information needed to follow up effectively.

— Set up booths or tables and conduct some type of safe competition that requires a lead card completion to enter. A good example of this is the U.S. Marines’ use of the pull-up bar competition; any of you who have witnessed this event can testify how effectively it attracts the crowd.

— Take advantage of the Fatal Vision Kit.

The kit is an excellent education tool for the effects of alcohol on the body. With the national attention given to teen binge drinking, this could be a multiplier in enhancing the Army image in your community. This kit will attract a crowd of not only Generation Xers and Yers, but all generations. This is a tool destined to generate leads and also help us gain credibility within the community. You are not only concerned with their future, but also their safety.

— Believe it or not, Army equipment is always a crowd pleaser, even if it is simply a helmet and LBE. Taking photos with a camera, preferably a digital, or a Polaroid, of people wearing a BDU blouse, Kevlar helmet and LBE can be very productive. Have the subject provide their email address or a phone number for the purpose of sending a copy of their photo. Try it!

These are just a few of the ideas to aid in arousing curiosity during large gatherings. If you have any other bright ideas of activities that you have found effective, log on and post your contributions to the Recruiting Central Website at www.usarec.army.mil/ariss/rc/Recruiting_central/recruiting_central.html.

The energy and efforts that you place in working the crowd during large events can make the difference between success and failure. Be creative, imaginative, but above all else, be the P.T. Barnum of recruiting! 

We want your lessons learned!

by Mary Baker, PAE, HQS

Program Analysis and Evaluation Directorate has launched a new initiative, the Center for Army Recruiting Lessons Learned. This site was developed to assist recruiters in the field by capturing valuable lessons learned and sharing that information with others.

The intent of CARLL is to be able to utilize our "best resource," the successful recruiter. No means existed whereby a successful recruiter could share what has been working for them with other recruiters nationwide. In an attempt to fill this void, the command has developed a robust system to capture lessons learned from the field. Although the Recruiter Journal does a great job of relating recruiting experiences, CARLL will become a system that can archive this information and allow real-time sharing of practices that your peers find successful.

What is a "lesson learned?" This can be defined as any idea or method that may be of value to recruiters. These lessons can benefit new recruiters or give seasoned recruiters ways around a problem or issue that they may not have thought of. If an idea works for one recruiter, then somewhere else in the command there is a struggling recruiter who could benefit from the information. CARLL is a forum to share ideas. The more ideas, the better! The other advantage of the site will be how easy it is to search through ideas already posted. It is a system that allows both recruiters and civilian employees the ability

to consult the recruiting corporate memory with unprecedented thoroughness, speed, and effectiveness. Struggling recruiters will be able to search CARLL to find ideas that can help them. Searches can be made within specific areas or the entire database. Keep in mind that the site is new and only a few ideas have been added; the more it is used, the better resource it becomes. Recruiters should stop by often to see new ideas added!

You can find CARLL at: <http://home.usarec.army.mil/uvl/CARLL/index.html>. Bookmark this site and check it often! When you visit the site you can begin by checking out how to submit a lesson in the "Learn How" area. This set of screens explains the process to follow for submitting a lesson. When you are ready to submit, simply enter through the "Submit" button and fill in the self-explanatory form to explain your lesson. If you have any supporting documentation, you can attach those files at the bottom of the form. Once you have completed entering all requested information, you simply hit the "Submit" button on this page, and your lesson becomes a new web page. After being verified by staff within the HQS it will be published to the Intranet and accessible by the entire field.

The more input from the field, the better this tool will be at providing useful information to new or struggling recruiters. If you have any questions or comments about CARLL, please contact Mary Baker at 800-223-3735, extension 60357 or by email at Mary.Baker@usarec.army.mil.



Vision implies change. Change is upon us. We are better off to participate in change and to help shape it than to be dragged along by change. You can help shape the future and make it better. You know your job better than anyone. What are your ideas for improving operations? Share them on the space below and mail this according to the instructions on the back of this form, postage free.

Please be as detailed as possible when citing examples for improvement. Recruiters, support staff, and family members are encouraged to use this space to voice ideas and concerns. If you desire a direct response to your comments or suggestions, please include your name and address. Names are *not* required.

Dear Chief of Staff:

Teamwork: Working together as a team, we can accomplish more than working as individuals. Share your vision for the future of the U.S. Army Recruiting

Command. All forms are mailed to and received directly by the USAREC Chief of Staff, Fort Knox, Ky.

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Things You Should Know

"Winter blues" may affect soldiers, families

by Patricia Simoes
Army News Service

People who feel depressed only in the winter may have a Seasonal Affective Disorder known as winter depression or winter blues.

"SAD is a layman term used to describe what psychologists diagnose as major depressive episodes that present with a seasonal pattern," said MAJ Novella C. Williams, chief of adult behavioral health at Walter Reed Army Medical Center. "In most cases the depression begins in fall or winter and remits in the spring."

Symptoms of SAD include excessive eating and sleeping, craving for sugary and/or starchy foods and lack of energy, Williams said.

"The best way of dealing with the winter blues is to promote awareness among soldiers," Williams said. "People must understand the importance of staying active during the winter."

She recommends "getting out and doing things that bring joy." People should maintain their workout routines, be outdoors and enjoy as much daylight as they can, and have normal social activities, she said.

SAD may be linked to the shortness of the days and the lack of light during the winter, Williams said. She added it's especially prevalent in Alaska and areas with short winter daylight hours.

"Depression is definitely an issue here," said COL Victor C. Bell, a psychologist at the Bassett Army Community Hospital at Fort Wainwright, Alaska.

The long nights, cold weather, small houses, and lack of shopping malls affect the mood of soldiers and their families, he said.

Some medical experts have linked melatonin, a sleep-related hormone, to SAD. This hormone, which may cause symptoms of depression, is produced at increased levels in the dark, so people feel depressed when the days are shorter and darker, according to the National Mental Health Association.

The most common treatment for SAD

President's Day February 19th



is phototherapy or bright light therapy, which has been shown to suppress the brain's secretion of melatonin, according to the National Mental Health Association.

There are two light therapy devices at Fort Wainwright.

Although there have been no research findings to definitely link this therapy with an anti-depressant effect, many people respond to this treatment, according to the association.

If phototherapy doesn't work or if it's not available, an anti-depressant drug may reduce or eliminate the symptoms, Bell said.

About five percent of the American population may have winter depression, and another 10 to 20 percent may have a mild case of the depression, according to the American Academy of Family Physicians.

In the United States, SAD is more common the farther north one goes. For instance, SAD is seven times more common in the state of Washington than in Florida, according to the academy.

SAD is more common in women and in people in their 20s and 30s, but it's unclear if the statistic is meaningful, Williams said.

The term SAD can also be used for recurrent summer depressive episodes, Williams said, but it's more commonly used for episodes associated with the beginning of the fall and/or winter season.

Army retirement services

by Laura Paul, PERSCOM

Finding time to get ready for the future

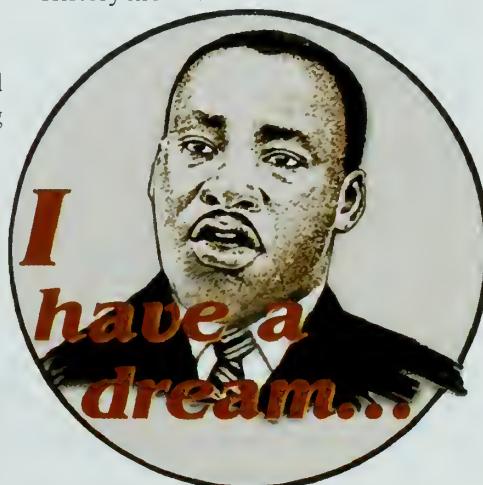
In today's busy Army family, both parents are working and when you're

not, you're coordinating chauffeuring and cheering duties for your children's many activities and sports. In the midst of getting ready for briefings, business trips and soccer games, how can these families find time to get ready for retirement?

You can start at the Internet. When Mom or Dad has a spare moment, no matter how early in the morning or late at night that moment may be, you can visit the Army Retirement Services homepage <http://www.odcsper.army.mil/retire>. Visits should center on the site's Preretirement Information and Survivor Benefit Plan section. If those spare moments never come at the same time, you can print and highlight points of special interest to share with one another.

When you're ready to talk to someone about retirement, you can find a list of Army Retirement Services Officers (RSO) on the homepage. Try to find time to visit an RSO together. After all, retiring is a family affair! 

"Creating and Defining the African-American Community, Family, Church, Politics, and Culture" — the national theme for the celebration of Black History month.



Hey guys, does your car get a checkup more often than you do?



by John Kolkman
USAREC Safety

Women outlive men an average of about six years. One reason could be that women are much more likely to visit the doctor and have regular checkups that detect health problems in the early stages. Men, in general, tend to avoid doctors unless there's an obvious and persistent symptom.

While women know they should have a gynecological exam and Pap smear every year, men are less likely to follow or know about guidelines for annual checkups.

Regular medical exams can detect problems like heart disease, high blood pressure, cancer, and diabetes in their earliest stages. Early detection can prevent organ damage, and some ailments are curable if found early. Avoiding doctors may mean waiting until it's too late to stop the damage or until the disease has become life threatening.

Doctors at UT Southwestern Medical Center at Dallas say that in addition to having their blood pressure and cholesterol levels checked, men over the age of 50 should also have annual screenings for prostate cancer — including a digital rectal exam and a prostate-specific antigen, or P-S-A, blood test.

If you haven't been to the doctor in a few years, schedule an appointment



for a physical, even if you feel well. Regular checkups can help keep you feeling well and running smoothly.

After you consult with your doctor, try to increase your activity and maintain a good exercise routine. Exercise will keep you feeling healthy and help you cut down on unhealthy habits.

Make fitness a priority

Physical exercise should be given the same importance as any important event. Regardless of what exercise you choose, 20-30 minutes three times a week should be religiously placed into your schedule. Tips to fit exercise into your schedule are:



- Walk on your lunch hour or coffee break
- Change social activities from getting a drink to getting together for a softball game, bicycle ride, or a walk.
- Do a business exercise session rather than a business lunch
- Pedal your way to fitness and enjoy the scenery and the company of family or friends.



Sneak exercise into your daily routine

Increasing your physical activity doesn't always mean going to the gym. Try putting it into your daily routine. If you do this, you are more likely to keep doing it because you don't have to go out of your way to exercise. Some tips to improve your physical activity:

— Park your car at the far end of the aisle and walk. We battle for the closest parking places, but in reality those who get ones far away are getting the biggest prize.

— At the malls, try entering the mall away from the destination you wish to visit or make a habit of walking the mall before you begin shopping. It's a good way to check out who is having sales.



— Take stairs whenever possible — particularly if you are going four floors or less. Even if you work on the 60th floor, try climbing a few flights and then taking the elevator just shy of your floor and walking the rest of the way.

— Hand deliver messages rather than using the phone, interoffice or e-mail.

— Wash your own car on good days instead of using the car wash.

— Take your dog for a walk.

— Don't use the remote control; get up and change the TV channel.

Ladies, next month we'll be focusing on some of your health issues.



6th Brigade's rock climbing wall — an overwhelming success

story and photos by David Killam, A&PA
6th Recruiting Brigade

There's no mistaking it. It juts out into the sky like a huge exclamation point. The 6th Recruiting Brigade took delivery of its rock walls on 23 Nov 00, and for the first time, one was used at Chaparral High School in Las Vegas, Nev., on 12 Dec. Reaction has been overwhelmingly positive.

"The kids are loving it," said one recruiter. The rock wall was set up in a high traffic area next to the high school. Kids were lined up waiting to use the wall. Recruiters had gone through training with a local vendor and were confidently hooking kids up for the climb.

"This provides great visibility for the Army and its programs," said CPT Jeff Moser, Commander of the Las Vegas Recruiting Company. "All of the other services are jealous. It takes four to six recruiters to operate, but it has been extremely effective. One teacher brought his entire class of seniors here to use it," Moser said.

It's not possible to learn how to set up the wall in a couple of minutes. Training has to be hands-on and usually lasts the better part of a day. Recruiters' busy schedules notwithstanding, it's a worthwhile investment, judging from the high number of leads that rock walls generate.

Right now, the 6th Brigade is transporting the rock walls with a vehicle borrowed from the U.S. Air Force. Once leased prime movers have been arranged, the two rock walls will be shared throughout the brigade's eight battalions. 



Two students reach the top of the rock wall.



One student seems to have enjoyed her climb.

Flushing Recruiting Station celebrates grand opening

story by Emily Gockley

photos by SFC C. Major

New York City Recruiting Battalion

The Flushing Recruiting Station was officially opened on Dec. 13, 2000. It was a cold and sunny December afternoon for the festivities. Outside the recruiting station were the brand new U.S. Army Reserve Humvee (in black and gold) and the WLIR radio van. The radio station covered the grand opening live on the air.

Queens Company commander, CPT Joseph W. Varney, served as master of ceremonies. The station commander, SFC Joseph Osborne, gave the invocation.



Queens Company commander, CPT Joseph W. Varney, served as master of ceremonies.



Community Board Liaison for the Queens Borough President, Mr. Mark McMillan, addressed the audience.

MAJ Gregory T. Nell was the guest speaker.



The recruiters of the Flushing Recruiting Station at their new station on Main Street.

"We have been very successful here in Flushing. So when we decided to move out of the recruiting station on Northern Boulevard, we could have moved anywhere in Queens. But we elected to stay here in Flushing and are happy with our new station here on Main Street," said Varney.

Varney introduced the guest speaker, the New York City Recruiting Battalion's executive officer, MAJ Gregory T. Nell, who represented the battalion commander, LTC Eileen M. Ahearn.

"Flushing has a rich history and it has a diverse population. The Army is happy to be here and to be a part of the community. Every day our recruiters have the opportunity to talk to the

young men and women of this fine community and tell them what today's Army has to offer. The Army offers money for college, opportunity to travel, opportunities to learn new skills, and a chance to serve our nation," said Nell.

Varney then introduced Community Board Liaison for the Queens Borough president, Mr. Mark McMillan. "I bring greetings from the Queens Borough President. Unfortunately, she could not be here today but she sends her best wishes. We are proud that the Army is a part of our community," said McMillan.

Nell and McMillan cut the ribbon to open the station. To conclude the ceremony, Varney then asked a DEP soldier to cut the cake with a ceremonial sword.



Mr. McMillan and MAJ Nell cut the ribbon to open the station. Left to right: CPT Varney, Mr. McMillan, MAJ Nell and SFC Osborne.



Job Corps instructor earns recruiter ring

by Cynthia Rivers-Womack, Jacksonville Recruiting Battalion

Preparing young people to be productive members in their community is what Gary Roberts does every day. Throughout his former career as a police officer into his current one as a pre-law instructor at the Gainesville Job Corps, he has made sure that young men and women have a chance to prove their worth to society. About a year ago Roberts got help doing his job from the nation's largest employer of young people, the United States Army.

With the aid of Jacksonville Battalion's top new recruiter and mentor of the year 2000, SSG Marcus Fisher, the Gainesville Job Corps has revealed itself as a fertile garden of applicants. Fisher introduced himself to Roberts and Michael Riddle, the dean of students, and within a year of the relationship, Roberts led 35 young people to enlist into the U.S. Army. What better marriage. The Job Corps made the preparations and the Army supplied the realization.

That Gary Roberts earned a Recruiter Ring and was recognized as an Honorary Recruiter was no accident. It is part of the overall program that Fisher established to recognize and reward the significant contributions that the GJC and others have made to the U.S. Army.

Fisher joined the Gainesville station a little over a year ago from Fort Campbell, Ky., and intuitively began cultivating a crop of new soldiers at the Gainesville Job Corps.

"He has been a big motivation for our students," said Roberts. He talked with me about the Army benefits, like college money, which is a big concern even for our students. Through his teaching about the Army we [instructors] now have a clearer understanding of the Army's requirements and which students would be Army material."

Fisher taught interested staff how to fill out 200 cards and conduct pre-qualification interviews with potential applicants.

What seemed like a fluke was really the product of an even larger partner-

ship that began in October 1999 between USAREC and the Department of Labor Job Corps. Since the partnership began, over 900 Job Corps graduates have enlisted in the U.S. Army. The agreement between USAREC and Job Corps provides that students who qualify can enlist in the same manner as a high school diploma (Tier 1) graduate.

The Job Corps uses companies contracted by the federal government to teach, train, and place students in a job or college. Center enrollment can range from 350, like at the GJC, to 2,000, at other Job Corps centers across the nation, according to Roberts. Companies maintain their contracts based on the number of placements and the type of placements, according to Fisher. The higher the number of students who get high-paying jobs, the more successful the campus. Top job placements average \$11 an hour or higher. Army placements figure at \$12,



Gary Roberts receives recruiter ring from BG Dee Ann McWilliams during Jacksonville Bn's ATC in Orlando in December.

making them a high placement employer. The partnership is a win-win scenario for the student, center, and the Army when an enlistment occurs.

The other factors that make a Job Corps campus viable are the testing requirements. The primary Job Corps test, the Test of Adult Basic Education (TABE), can help a recruiter determine if an applicant will pass the ASVAB as a Grad Alpha and if they are ready for their GED. These factors point toward a qualified and prepared applicant.

But preparation for the Army does not come only through tests. The Army program has to produce results in order for people to believe in the product. That's where the recruiter's influence and product knowledge come in. That is what influences instructors and administrators to become invaluable Centers of Influence.

"It took five months before I could really get freedom on the campus," said Fisher. "I had to get permission from the placement advisor before I could go into the classrooms. Then I became acquainted with Gary Roberts and Michael Riddle, Center Standards Officer. Once they understood how serious and dedicated I was about helping the students their receptiveness increased."

To demonstrate his sincerity and cement his relationship with the staff and students of GJC, Fisher invited other recruiters to get involved in the Job Corps project. SFC Demetrius Busby has developed a mentorship with the students, which Roberts says has been a beneficial addition to the campus discipline. SSG George Isaac, Gainesville station commander, and all of the Gainesville recruiters have also been instrumental in making this partnership work. In addition, the Lake City Recruiting Station has collaborated in making Job Corps recruiting a success.

"In July, three of my COIs gave a presentation at company training, said Fisher. Since that time we have enlisted DEPs for every station in the company. Station commanders no longer turn away unqualified applicants without a high school diploma; they simply refer them to the Gainesville Job Corps."

Contact with students, DEPs, and potential applicants does not end once they leave the center. It is mandated that the Job Corps do six-month follow-ups on graduates to ensure that they are working — no matter where they go in the country.

Every Job Corps has the potential to yield the type of fruit that was produced at the Gainesville JC. The partnership is already in place and the players have all the tools. It just takes someone willing and dedicated to make things happen.

U.S. Army 1st Recruiting Brigade gets a new home

*Story by C.E. Taylor
1st Recruiting Brigade A&PA*

Inside Fort Meade, Md.'s east gate, just off Highway 175, nestled between the Environmental Protection Agency Research Laboratory and the United States Defense Security Service Center on Chamberlin Avenue and Mapes Road, rests a set of dilapidated buildings.

Up until recently, these fragile, drafty, wooden World War II structures were home to the United States Army 1st Recruiting Brigade Headquarters.

Today, the brigade's new central command headquarters is on the second floor of Fort Meade's renovated Pershing Hall, and the old antiquated facility, once called home, is scheduled for demolition.

"Without the support, hard work, and diligence of everyone here, especially the brigade staff, this (the move) would not have become a reality," COL Kristi Ellefson, commander, United States Army 1st Recruiting Brigade, told gatherers at the official relocation ceremony on Dec. 14 in the Pershing Hall foyer.

Friends and special guests joined members of the brigade staff during the organization's formal ribbon-cutting ceremony, an event clearly marking the end of an era.

The old brigade headquarters now serves as an empty, yet temporary, historical reminder of the millions of GIs who passed through Fort Meade during World War II. However, the move to Pershing Hall marks the end of a significant chapter and the start of a new beginning for the soldiers and civilians of the United States Army 1st Recruiting Brigade. 



photo by Ron Rooney

1st Recruiting Brigade Commander COL Kristi Ellefson and U.S. Army Recruiting Command commander, MG Dennis D. Cavin, cut the ribbon officially opening the brigade's new location in Pershing Hall.

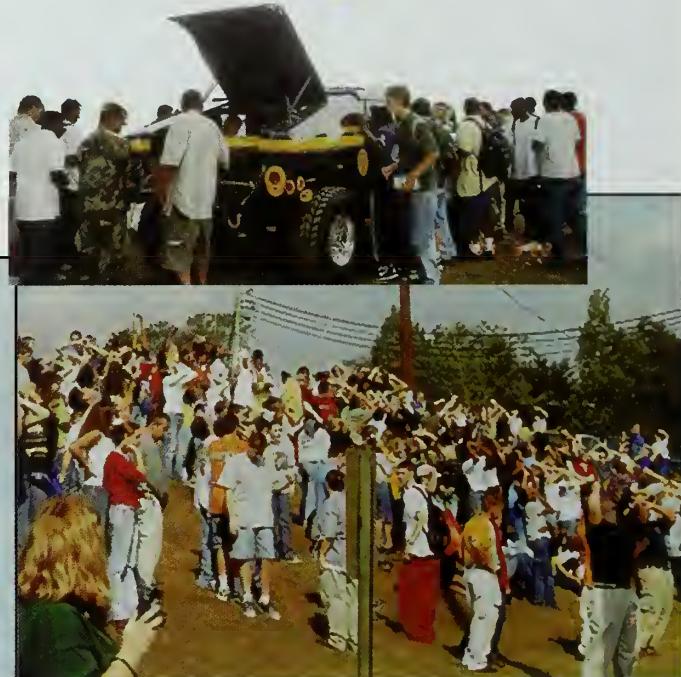
Golden Knights enable recruiters to expound on Army story

*story and photos by Jimmie H. Hartfield
Jackson Recruiting Battalion*

The U. S. Army Golden Knights' Gold Parachute Team created a media blitz and a greater awareness of the Army when they performed at five high schools in the Hattiesburg, Mississippi Company.

The overwhelming response of the media enabled the local Army recruiters to tell the story of the Army on TV, radio, and in the newspapers.

In addition, recruiters seized the opportunity to talk to students, faculty, and administrators. Consequently, the recruiters received leads, made appointments, and were even invited along with the battalion commander to make follow-up appearances in the schools. 



Army invades area schools

story & photos by Vernetta E. Garcia
Columbia Recruiting Battalion

Soldiers from Fort Bragg, N.C. and Fort Gordon, Ga. visited "low country" schools to share their Army story. An Army culinary arts team, linguist team, and military police K-9 handlers demonstrated their skills to enthusiastic high school students and staff.

The Fort Bragg two-man culinary team taught students different cooking techniques and discussed some of its daily food service duties. The linguist team belongs to a military intelligence

unit at Fort Gordon so its daily duties are top secret, but the soldiers did dazzle the students with their language skills. Each soldier is proficient in a different language, one in Arabic and the other in Persian and Czech. The three-man K-9 handlers from Fort Bragg demonstrated the skills and talents of their drug dog, Boris, and bomb dog, Buddy.

"I have such a cool job in the Army, so I enjoy educating people about it," said SGT Brent Novak of the K-9 team.

"This gave students a chance to get a feel for what the Army is about," said

LTC Michael Reagor, commander, U.S. Army Recruiting Battalion Columbia. It's not just marching; our youth can learn a viable skill in the Army."

During their three-day visit, the different teams visited schools from Dorchester Career Center in Harleyville, S.C., to as far away as Green Sea Floyds High School in Green Sea, S.C. "The students were a lot of fun to work with, they were really enthusiastic about learning new things," said SSG Rickey Reed of the Fort Bragg culinary arts team. "I look forward to coming back."



Above: Fort Gordon linguists PFC Julie Kibbe and SGT Andrew Johnson talk with Spanish I students at Green Sea Floyds High School in Green Sea, SC. Kibbe is fluent in Arabic while Johnson is fluent in Persian and Czech.

Right: Acting as suspect, SGT Brent Novak.

Bottom right: Students from Garrett Academy of Technology in Charleston, S.C. are shown the skills of Fort Bragg's drug dog Boris. Boris is a member of the Fort Bragg military police K-9 unit along with his handler SPC Robert Vrabel.



Left: Students at Dorchester Career School in Dorchester, S.C. along with a culinary arts team member from Fort Bragg, SGT Rodney Stanford, prepare to taste their freshly-made tamale pies.



Right: SSG Samuel Turner, Summerville RS, takes a taste of the students' wares.



AMEDD notes to Army leadership

by LTG James B. Peake
The Surgeon General

This is my first quarterly report to you as your new Surgeon General. I want to keep you informed, beyond what you get in the Army Times, about what is new in Army Medicine and what we are doing to better serve your soldiers and their families.

First, to touch on several of the issues that have been working to improve satisfaction of our active duty soldiers with TRICARE: The higher standards for claims processing (95 percent complete in 30 days) and the emphasis that has been placed on this with the contractors have made our claims processing the most expeditious in the nation. We still have many of our soldiers with experience based on the time when we were not doing well. As we continue to enforce these new standards, I believe you will hear far less concern about claims from your soldiers. Still, about 6 percent of claims are improperly filed, have erroneous social security numbers, etc., that kick them out for additional review. We will continue to educate our folks and the civilian providers to cut down on these kinds of errors. A problem stemming from delinquent claims has been credit threats to soldiers. Each Military Treatment Facility and each TRICARE Lead Agent staff now has an identified Debt Collection Assistance Officer trained to assist anyone with a dunning letter or credit threat. This has been in place only for a few months and our track record on resolving these situations is good across MEDCOM: 10 days on average with 119 out of 164 resolved in favor of the soldier.

The new Dental Plan goes into effect 1 Feb 2001. With less out of pocket expense, the benefits increase to extend the age of eligibility for family member orthodontic care to 21 (23 for spouses or for children attending college full time), increase the lifetime limit for orthodontic care to \$1,500, and allow for general anesthesia / intravenous sedation where appropriate... to name a few of the improvements.

Changes to the TRICARE program

included in the FY 01 National Defense Authorization Act (NDAA) will allow us to eliminate co-payments (excluding pharmacy) for active duty family members in TRICARE Prime who must use civilian care, effective 28 Apr 2001. It will also expand the TRICARE Prime Remote program without co-pays to active duty family members, starting 1 Oct 2001. School physicals for children five to 12 years old are now a TRICARE benefit. These are significant changes for the active duty families.

Second, the NDAA addressed the needs of the older retiree in a significant way. Many of the details, the contract support, the links with the Medicare officials, are being worked very aggressively. But the essence of the change is that retirees who are Medicare-eligible will, on 1 Oct 2001, become TRICARE beneficiaries. Where possible, they will have access to care at Military Treatment Facilities in the same manner as other retirees.

When receiving care in the civilian community, TRICARE becomes the second payer to Medicare for TRICARE benefits. A pharmacy benefit, available 1 Apr 2001, for the over 65 retiree and family member allows access to the military pharmacy with no co-pay, to the TRICARE pharmacy network and National Mail Order Pharmacy with a modest co-pay, and to non-network pharmacies, after a \$150 deductible, with co-pays of \$9 or 20 percent of total cost (whichever is greater). The NDAA also decreases the annual medical catastrophic cap from \$7,500 per family to \$3,000 for retirees who are TRICARE Standard beneficiaries.

You should also know that many of these new benefits are, as yet, not funded and there is great visibility at DA and OSD levels. General Keane now chairs the Defense Medical Oversight Committee (DMOC) that is addressing the funding issue as well as doing an extensive look at Military Medicine, its organization and its contract support.

I know that health care of your soldiers and their families is important to you. It is again at the top of the list of important services at the recent Family Action Forum held here in Washington. I also know the ability to deploy a quality

medical force is critical. We are enroute to a better trained medic, and the new MOS 91W will not only come out of the school house better trained, but will have a sustainment package that will help you support those enhanced skills. The healthy, medically protected soldier is the other critical element to which we contribute. I believe we can do better with reducing training injuries and have challenged our folks to produce the science that will drive change. I will update you on these issues next quarter.

My email address is James.Peake@otsg.amedd.army.mil. 

Military children's scholarship deadline approaching

Special to the American Forces Press Service

The 15 Feb deadline is fast approaching for students to apply for \$1,500 scholarships in a new program funded by manufacturers and business partners of the military commissary system.

The Scholarships for Military Children program expects to present hundreds of \$1,500 awards — roughly one for every commissary in the Defense Commissary Agency net of nearly 300 commissaries worldwide.

The program is open to qualified college-bound or college-enrolled sons and daughters of U.S. military ID card holders, including active duty, retired National Guard and Reserve members. Survivors of deceased members are eligible if college-bound and under age 21, or already enrolled as a full-time student and under age 23. Completed applications should be returned to a local commissary by close of business 15 Feb. A store official must validate applicants' eligibility by checking their dependent ID cards.

Applicants must have a 3.0 grade point average and write a short essay on "What Being a Military Dependent Means to Me." Application forms are available at the stores or can be downloaded at www.commissaries.com. A "Frequently Asked Questions" section can also be found at the web site.

Fisher House Foundation administers the program. DeCA and Fisher House are

not involved in selecting scholarship recipients. Scholarship Managers, an independent contractor, will select winners on the basis of merit. Winners will be notified by 30 April. 

Servicemembers to receive one of the largest increases in housing allowances

News release by the Office of the Assistant Secretary of Defense

On 21 Dec, the Department of Defense announced the 2001 Basic Allowance for Housing (BAH) rates, giving servicemembers one of the largest increases ever. The new rates are part of the DoD initiative to eliminate service-members' out-of-pocket expenses by 2005 and incorporate a number of major changes to the BAH program. In total, the planned increase in housing allowance funds for fiscal 2001 above the fiscal 2000 amount is more than \$700 million.

"These changes in the BAH process, resulting in one of the largest increases ever, represent our commitment to the preservation of a compensation and benefit structure. They will provide members with a suitable and secure standard of living, one that will sustain a trained, experienced, and ready force in the future," said Under Secretary of Defense for Personnel and Readiness Bernard Rostker.

Two components of the improved program are geographic rate protection and a change in the survey process. Geographic rate protection maintains BAH rates at last year's level while the planned buydown in out-of-pocket expense is phased in. Newly arrived members to an area will see BAH rates equal to those of current members' rates.

An important part of this year's BAH process was an improvement in the measurement of local housing costs. DoD asked the Services and local military housing offices to actively participate in the data collection process to ensure our personnel can live in quality neighborhoods. Additionally, improvements were made in how utility costs are estimated.

An integral part of the BAH program

is the provision of individual rate protection to all members. No matter what happens to measured housing costs, a servicemember will never see his BAH rate decrease as long as he stays in the geographic area. This policy assures that members who have made long-term commitments in the form of a lease or contract will not be penalized if the area's housing costs decrease.

Average increases in the BAH range from 12 to 17 percent by grade with the typical increase in the range of 14.5 percent. A typical married E-5's BAH will increase \$100 per month. (This same E-5 received a \$35 increase in 2000). A typical married E-8's pay will increase \$125.

Out-of-pocket expense, the portion of the typical member's housing cost that the member is not compensated for, has been reduced from 18.8 percent last year to no more than 15 percent this year. The 2001 rates represent the first in a series of steps to bring the average member's out-of-pocket expense to zero by 2005 as Secretary of Defense William S. Cohen announced last January. Out-of-pocket expenses are to be reduced to 11.3 percent next year. BAH is not taxed, so every dollar of BAH goes directly into the servicemember's pocket.

Fiscal 2001 BAH rates can be found at www.dtic.mil/perdiem. 

New provision to make enacting wills easier

*by Jim Garamone
American Forces Press Service*

A little known provision of the 2001 Defense Authorization Act will make it easier for the last wishes of service members to be carried out.

"This new federal law recognizes a special, uniform way to prove an individual's testamentary intent," said COL George Hancock, chief of the Army's legal assistance division.

At the heart of the change to "military testamentary instruments" — or wills — is a standard "self-proving affidavit" at the end of the will. The affidavit contains the service member's acknowledgment of the will and affidavits of the witnesses to

the will. "The affidavit indicates that the will was signed in accordance with the required formalities," Hancock said.

Before this legislation, there was no uniform Federal self-proving affidavit. Instead, legal assistance attorneys searched for appropriate state provisions for the client.

"Today's reality is that military legal assistance attorneys are frequently expected to rapidly prepare wills for many deploying service members," Hancock said.

"Adequate time to research state procedural law, then add that to the will, and execute the will according to the varying procedural requirements of each state or territory is seldom available." This new law will establish a single self-proving affidavit for legal assistance clients' wills. It is a special alternative to different state requirements and should better assure the client that a probate court will accept his will. Also, this should reduce the likelihood that the surviving family member would experience difficulties probating the will. This is one less problem to deal with while grieving.

Under the new law, a military testamentary instrument should be admitted to probate in state court proceedings without additional witnesses or affidavits. This is important since, by our very nature, military members are mobile, and it may be difficult to find the witnesses when the testator dies. The self-proving affidavit ensures the will is probated without such hassles.

This does not mean a will cannot be challenged. "It is still subject to contest on grounds such as undue influence, lack of testamentary capacity or prior revocation," Hancock said.

Military legal assistance offices may begin using the new provision later this year after DoD issues a directive that is now circulating among the services.

Existing wills are not affected by this change - a will already valid remains valid.

Hancock stresses that it is important for service members to not wait until they are deploying to make decisions on their estate plan. Soldiers, sailors, Marines and airmen should discuss their estates with their families and visit installation legal assistance officers for help.

New law improves Montgomery GI Bill

by Staff Sgt. Kathleen T. Rhem, USA
American Force Press Service

The Veterans Benefits and Health Care Improvement Act of 2000, signed by President Clinton Nov. 1, makes several important improvements to the Montgomery GI Bill.

Monthly payments climbed by nearly \$100 starting Nov. 1, 2000. The rate for full-time training increased from \$552 a month to \$650 for eligible veterans with at least a three-year term of service. The rate for those with a two-year term of service went from \$449 a month to \$528.

The law also provided for an increase from \$485 a month to \$588 for eligible spouses and children under the Dependents Education Act. This program is for families of veterans who are permanently and totally disabled through their service, or who died while on active duty or shortly after leaving the service," said Dennis Douglass, VA deputy director of education services.

"These families are our most at-risk population, because the traditional breadwinner has been taken out of the picture," he said. "This program is VA's opportunity to reward the families of service members who have paid an incredible price."

Another provision in the law addresses service members who leave active duty before the end of their first term and return later. Previously, these people were precluded from drawing the GI Bill benefit because the program only recognized the initial term of service. The new legislation allows VA to consider any term of service when deciding eligibility, Douglass explained.

"We're not talking about somebody who spent ... six or eight months in the service and never came back," Douglass said.

"We're really talking about somebody who committed to the military and this nation. As equity would dictate, these people really are deserving of the benefit."

Service members can now increase their contributions and receive increased benefits later. Members participating in the MGIB contribute \$1,200 at the rate of

\$100 each month in the first year of service. The newly allowed additions can be made in \$4 increments up to a total maximum of \$600.

VA's basic full-time education benefit of \$23,400 is paid in 36 monthly installments of \$650 and represents a 19.5-to-1 return on a member's \$1,200 investment. Douglass said additional contributions would return 9-to-1. A \$600 maximum addition, then, would raise a member's total benefit to \$28,800 — 36 payments of \$800 a month.

Douglass said the law also makes a long-awaited change to the old Veterans Educational Assistance Program, which was available to service members between 1977 and 1985. A 1996 law allowed anybody with money in their VEAP accounts to convert to the more generous Montgomery GI Bill. Many service members had no money in their VEAP accounts because they had previously been allowed to withdraw it, he said.

"As long as individuals were contributors to VEAP at any time in their military service, the new legislation allows them to convert to the GI Bill if they were on active duty on Oct. 9, 1996, the date the previous law was enacted, and if they stayed on active duty continuously through Apr. 1, 2000," Douglass said.

To become eligible for Montgomery GI Bill benefits, however, VEAP-era veterans must contribute \$2,700. Douglass explained \$2,700 was the maximum VEAP contribution.

Additional changes include:

— The cost of licensing and certification tests is covered. They previously were not.

— The cost of preparation courses for college and graduate school entrance exams for eligible Dependents Education Assistance Program participants is covered.

— The maximum break in training allowed before a break in benefits occurs increased from one calendar month to eight weeks. "This basically allows students to go out and find a job for a short period between class terms," Douglass said.

For more information on veterans educational benefits, visit the Veterans Affairs' Internet home page at www.va.gov.

Top chaplain recruiter - FY 2000

by Mary Lhotsky, A&PA
1st Recruiting Brigade



photo by Fr. (MAJ) Eric Albertson

Chaplain (Major) Paul Yacavone (right), assigned to the 1st Recruiting Brigade, recently received the award for USAREC Top Chaplain Recruiter FY 2000. MG Gaylor T. Gunhus, Chief of Chaplains, presented the award to him on 6 December during the National Conference on Ministry to the Armed Forces in Crystal City, Va.



DoD develops 'tap and click' access to services

by Gerry J. Gilmore
American Forces Press Service

Service members and their families may one day use a DoD Internet site to communicate across the globe, access military and civilian news, college courses, community outreach services and even apply for jobs at the click of a mouse.

Victor Vasquez Jr., deputy assistant secretary of defense for military community and family policy, sees DoD's "Keep in Touch" information technology strategy — reaching out to the military community through the Internet — as a quality of life multiplier.

"Keep in Touch" serves three purposes: information, communication between service members and their families, and providing a greater opportunity for service members and their

families to access Department of Defense, and other, services," he said. "For example, you could find on- or off-post child-care services, tax filing information, relocation, and other services through the Internet."

In fiscal 1999, Congress provided DoD \$50 million to improve quality of life for deployed forces, Vasquez said. Almost \$18 million went to buy computers and software to provide service member and family communications from installation recreation centers, youth centers, and libraries.

Vasquez said morale is enhanced when service members and spouses separated by thousands of miles use these state-side and overseas "cyber-communications" centers to keep in touch with loved ones.

"Service members keep a greater focus on mission when they know that their families are doing well while they're deployed," he said. "There is also a need for the spouse and the children to have contact with the service member, so it works both ways."

Military leaders and rank and file service members and their families have applauded DoD's recent high-tech communications initiatives, Vasquez said.

"The [leadership] feedback is that this is something very positive and worthwhile," he said. "I've also gone into the computer centers and have seen service members waiting to get online, so they can send messages home."

"We were in the Balkans, and one of the most active places was the education center where service members were taking online classes via computer."

In addition to providing communication services and technological awareness, DoD also wants "to tie the service member, and his or her family, to direct services via the Internet," Vasquez said.

The Air Force and Navy now have Internet-based systems that offer links to community services, military benefits, and other information, to include distance learning sites, Vasquez said. The Army, too, is now working to establish an online distance learning system for its soldiers.

"Those kinds of things are starting to take place, but it takes time to build that," Vasquez said. "It also takes time to build

a system in a way that people realize they can get online and access services, as well as information.

"In this day and age, I believe you can do both, via the Internet," he added.

To explore current information technology systems and future possibilities, DoD hosted a Quality of Life Technology Symposium in Seattle in Feb 2000. Vasquez said that more than 40 information technology vendors and 450 base-level representatives attended.

"We wanted to get a sense of the best technological practices out there. Afterward, we did a needs assessment, which was put into our strategic planning," he said. "Right now, we have a lot of programs and services out there that are being built by individual offices with no comprehensive strategy."

Vasquez believes DoD will eventually establish an "umbrella" Internet web site featuring information and services targeted to DoD military members and civilians with links to information and services available through service-specific and civilian sites.

"Those things common to all [services] could be on the umbrella page," Vasquez said. "Those things unique and specific to individual services could be reached by links."

"But, everything should be tied together, so you don't have to search here and there," he said. 

TRICARE prime remote to open for family members

by SSG Kathleen T. Rhem, USA
American Forces Press Service

Families of active-duty service members serving in areas far from a military base and its medical facilities will be eligible soon for a new program designed to cut their healthcare costs.

The fiscal 2001 defense authorization act provides for TRICARE Prime Remote for Family Members to begin Oct. 1, 2001. Active duty members in locations more than 50 miles from a military medical treatment facility have had TRICARE Prime Remote since Oct. 1, 1999. Their

families, however, are covered under TRICARE Standard.

TRICARE Prime Remote is similar to civilian health maintenance organizations and preferred provider plans.

Beneficiaries use participating healthcare providers and pay relatively low co-payments and no deductibles. Under TRICARE Standard, users can choose any provider, but they pay deductibles and higher co-payments.

TRICARE Prime Remote for Family Members will affect the families of roughly 80,000 active duty service members, including recruiters, ROTC instructors and staff, and Training with Industry program participants. The new family member program will offer the same co-payment schedule as TRICARE Prime — much lower than TRICARE Standard.

Coast Guard Lt. Cmdr. Robert Styron, regional operations officer for the TRICARE Management Activity here, said the new program responds to families' complaints about being ordered to remote areas where TRICARE Standard is their only military healthcare option. He acknowledged healthcare can be fairly costly using TRICARE Standard.

Families object because their medical care would be free if they were on a base or in a catchment area, Styron said.

TRICARE officials are still ironing out enrollment details, but expect to publicize steps prior to 1 Oct. Styron stressed individuals can make the process easier when the time comes by ensuring their information in the Defense Eligibility Enrollment Reporting System is current and accurate.

He said the legislation also includes a "waive charges" clause to provide some interim relief until TRICARE Prime Remote for Family Members debuts. Generally, TRICARE plans to waive most cost shares and deductibles incurred by eligible family members between Oct. 30, 2000, and Oct. 30, 2001.

Styron said the clause isn't in effect yet because officials are still working out program details. In the meantime, he advised family members in remote areas to keep all their receipts for co-payments, cost shares and deductibles.

"They may be able to be reimbursed when the details are worked out," he said. 

Gold Badges

RSM December 2000

ALBANY

SFC Bernardo, Angelo Jr.
SSG Richmond, Jermy
SSG Montgomery, Richard
SSG Zelker, Shane
SSG Rebuck, Thomas
SSG Jackson, Jerry

CHICAGO

SFC Woods, Bruce
SFC Strom, Douglas
SSG Brown, Johnny
SSG Bournes, Kenneth
SSG Piotrowski, Donald
SSG Carino, Alfredo
SSG Nicholson, Bertina
SSG Hutchinson, Brandon
SGT Carrillo, Javier
SGT Mason, Loren

COLUMBIA

SFC Burney-Vance, Linda
SFC Toney, Anthony
SFC Burdett, Terence
SFC Gillespie, Byron
SFC Hansen, Linh
SFC Smithson, Williamson
SSG Dean, Arthur
SSG Smith, Tyrone
SSG Ghent, Paul
SSG Newkirk, Michael
SSG Phinazee, Marion
SSG Middleton, Nehemiah
SSG Turner, Timothy
SSG Joseph, Charaz

COLUMBUS

SSG Matthews, Keith
SSG Collazo, Javier
SSG Dell, Troy
SSG Dephenhart, Joseph
SSG Morris, Brian
SSG Whitters, Eric
SSG Goodwin, Gregory
SSG Orrick, Erich
SSG Williams, Gregory
SGT Mahurin, James
SGT Newkirk, Kenneth

DALLAS

SFC Holder, David
SSG Vasquez, Jose
SSG Lewis, Sheryl
SSG Nakhiengchang, Somde
SSG Harris, Zachary
SSG Wilder-Brantley, Lila
SGT Esquivel, Gerardo

DES MOINES

SFC Potter, Lee
SSG Plunkett, Paul
SSG Parks, Bryan

DENVER

SSG Hamilton, Chad

GREAT LAKES

SFC Richardson, Larry
SFC Hoffman, Daniel
SFC Wellman, Michael
SFC Mervyn, Scott
SFC Fields, Garth
SFC Terry, Elliott
SSG Love, Kenneth
SSG Wolfgang, Dale
SSG Leidlein, Christopher
SSG Handley, Dale
SSG Berry, Shealon
SSG O'Bryant, Gregory
SSG Gordon, Derrick
SSG Waltman, Craig
SSG Fischer, David Jr.
SSG Arellano, Robert
SSG Kineburg, Michael
SSG Faulkner, David
SSG Fields, Garth
SSG Guess, Stanley
SGT Farrell, Brian
SGT Pisarski, Stacey
SGT Gulley, Chad
SGT Moxley, Joseph
SGT Romijn, Casey
SGT Turcotte, Jonas
CPL Johnson, Lavar

HARRISBURG

SFC Owens, Henry
SSG Richardson, Carroll Jr.
SSG Rhoads, Jeffrey
SSG Metcalf, Michael
SSG Zastrow, Christopher
SSG Dunton, Alvaan
SGT Spruill, Douglas
SGT Specht, Allen
SGT Graham, Kenneth
SGT Kyle, Aaron
SGT Miller, Matthew

HOUSTON

SSG Hubbard, Alicia
SSG Garcia, Alfonso
SSG Velasquez, Martin
SSG Gibson, Dennis
SSG Rodriguez, Reynaldo
SSG Enderton, Tim
SGT Waters, Mia

INDIANAPOLIS

SFC Luther, David
SFC Deckard, James
SFC Ranum, John
SFC Ballieu, Nelson
SGT Eviston, Timothy
SGT Slayton, Johnnie
SGT Slayton, Johnnie

JACKSON

SFC Tillman, Sarah
SFC Fleming, Tony
SSG Baker, James
SSG Sanders, Juan
SSG Lipker, Robert
SGT Sloan, Gregory

JACKSONVILLE

SSG Young, York
SGT Kemp, Steven
SGT Sanderson, Roger

KANSAS CITY

SFC Warner, Chris
SFC Rivera, Geronimo
SSG Welliver, Jay
SSG Fisher, William
SGT Pennock, Scott

LOS ANGELES

SSG Lyall, Derrick
SSG Vasquez, Rene
SSG Vance, Roger
SSG Allen, Randolph
SSG Frazier, Dean, III
SSG Swanson, Eric
SSG Gordon, Kenneth
SSG Daffin, Anna
SSG Valoematos, Monserrate
SSG Hughes, James
SGT Rivera, Paul
SGT Hale, Malcolm

MIAMI

SFC Mercado, Eduardo
SFC Brown, Bobby
SSG Gamble, Valparisia
SSG Wilcock, Keith
SSG Allen, Elizabeth
SSG Gibson, Edward
SSG Eldred, John
SSG Weiskittel, Chris
SSG Laborde, James
SGT Campbell, Jovan

MID-ATLANTIC

SFC LaSalle, Joseph
SSG Jackson, Lamont
SSG Richard, Phillip
SSG Finley, Troy
SSG Fletcher, Christopher
SGT Swan, Anthony
SGT Miller, Nathan

MILWAUKEE

SFC Bounds, Bennie
SSG Scroggins, Shannon
SSG Burtrum, Ricky
SSG McKinney, Brian

MINNEAPOLIS

SSG Bennett, Jayson
SSG Roberson, Juan
SSG Murphy, Joseph

MONTGOMERY

SFC Martin, Michael
SFC Bullard, Bobby
SFC Gill, Rodney
SFC Conner, James
SSG Yelder, Rose

ST. LOUIS

SSG Tate, Travis
SSG Stallworth, Clarence
SSG Westveer, Edward
SSG Green, Donnell
SSG Sigler, Nathan
SSG Robinson, Willie

SSG Jones, George
SSG Whaples, Franklin
SSG Rorney, Keith
SGT Mitchell, Gary

NEW ENGLAND

SSG Leonard, Matthew
SSG Dee, Wayne
SSG Grant, Harold

NEW YORK CITY

SSG Crumpler, Carol
OKLAHOMA CITY

SFC Eller, Mark
SFC Pennington, Phillip
SFC Plank, Jean
SSG Huxtable, Steven
SSG Whittaker, Stephen

PHOENIX

SFC Henson, John
SSG Owens, Jerry
SSG Olivas, Luis
SSG Lasher, Kevin
SSG Bee, Robert
SGT Farber, Michael

PORTLAND

SFC Henry, Joseph
SFC Baughman, Scot
SSG Carnate, Rolando
SSG Winters, Jeffrey

RALEIGH

SFC Danham, Randy
SFC Kendall, William
SFC Westmoreland, Jeffrey
SFC Poole, Charles
SFC Marshall, Arthur
SFC Churchill, Winston
SFC Backensto, John
SFC Sizemore, Jeffrey
SFC Stokes, Freddie
SFC Davis, Kelly
SFC Wall, Robert III
SSG Wilson, Shone
SSG Turner, Cedric
SSG Silver, Randy
SSG Douglas, Jonathan
SSG Jackson, David
SSG Stancil, Marvin
SSG Snead, Wilbert
SSG Jones, Michael
SSG Palk, Anthony
SSG Walker, Larry
SSG Montclair, John
SSG Ahern, James

SOUTHERN CALIFORNIA

SSG Santodomingo, Augusto
SSG Varner, Johnny
SSG Custodio, Joseabel
SSG Eltzroth, Roger

SYRACUSE

SFC Wooden, Timothy
SSG Marean, Stephen
SSG Arnold, Dannie
SSG Patterson, Andrew
SSG Johnson, Everett
SSG Andres, Apolinar Jr.

TAMPA

SFC Johnson, John
SFC Deleon, Ruben
SFC Connally, Paula
SFC Taylor, Travis
SFC Hardy, Landers

SACRAMENTO

SSG Jebulan, Hector
SSG Burton, Ronald

ST. LOUIS

SFC Hargraves, Scott
SFC Black, John Jr.
SSG Cullum, David

SSG Agney, Donald
SSG Wisner, Dennis
SSG Sherrill, Julian

SALT LAKE CITY

SFC Arbuckle, Paul
SFC Bjerke, Dean
SSG Pfeffer, James
SSG Hoerner, Matthew

SSG Bush, Michael

SSG Irwin, Christopher
SSG Williamson, Tracy
SSG Adams, Daniel
SSG Lake, Curtis

SSG Jackson, Eric

SSG Mitchell, Steven Jr.
SSG Anoe, Keith

SSG Guerrero, Mario

SGT Fife, Steven
SGT Connelly, Mark

SGT Macavinta, Joseph

SAN ANTONIO

SFC Hunter, Johnny Jr.
SFC Rico, Rodolfo
SSG Guerrero, Benjamin
SSG Hicks, Michael
SSG Vasquez, Fransico
SSG Carreon, Lawrence
SSG Trevino, Victor Jr.
SSG Gonzalez, Ramiro Jr.

SEATTLE

SFC Upchurch, Eddie
SFC Stanton, Timothy
SFC Barth, Tove
SSG Markham, Kevin
SSG Isola, Jeffrey
SSG Bolz, James
SSG Fredrickson, Ronda
SSG Dunbar, Joanne
SSG Tolbert, Thomas
SGT Flores, Roberto
SGT Crone, James

SOUTHERN CALIFORNIA

SSG Santodomingo, Augusto
SSG Varner, Johnny
SSG Custodio, Joseabel
SSG Eltzroth, Roger

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SFC Connally, Paula
SFC Taylor, Travis
SFC Hardy, Landers

SACRAMENTO

SSG Jebulan, Hector
SSG Burton, Ronald

ST. LOUIS

SFC Hargraves, Scott
SFC Black, John Jr.
SSG Cullum, David

Morrell Awards

RSM December 2000

BALTIMORE

SFC Conaway, Joseph

COLUMBIA

SFC Davis, Vondel
SFC Culp, Mark
SFC Finn, Frederick
SFC Capps, Robert

COLUMBUS

SFC Bagley, Allen

DES MOINES

SFC Riebe, Patrick
SFC Wadkins, James

HARRISBURG

SFC Bonaparte, Carlos

HOUSTON

SFC Free, Randy

JACKSONVILLE

SSG Favor, Johnnie

LOS ANGELES

SFC Smith, Kenneth

MILWAUKEE

1SG Stivaletta, Wayne
MSG Misner, Cindy

MONTGOMERY

1SG Burton, Richard
SFC Fogt, Kenneth

RALEIGH

MSG Czarnecki, Mark
SFC Lofton, Eric

SALT LAKE CITY

SFC Schlicker, Suzanne

ST. LOUIS

SFC Porter, Alice

SAN ANTONIO

MSG Paiva, Ernest

SOUTHERN CALIFORNIA

SFC Hodgins, Todd
SFC Sepulveda, Guillermo
SFC Hazard, William

**SYRACUSE**

SFC Bollinger, Kevin

HQ, USAREC

SFC McConnell, Donald

5th AMEDD

SFC Carby, Richard

6th AMEDD

SFC LeBlanc, Kenneth

Recruiter Rings

RSM December 2000

ALBANY

SFC Williams, Joseph

DALLAS

SFC Ozuna, Eddie
SFC Curless, Charles
SFC Moody, Charles

MILWAUKEE

SFC Beierman, Patrick

MINNEAPOLIS

SSG Nerud, David
SSG Claussen, Charles

MONTGOMERY

SSG Jones, Bobby

NEW ENGLAND

SFC Griffith, Billie

**OKLAHOMA CITY**

SSG Neese, Richard

PORTLAND

SFC Flowerree, James IV

SACRAMENTO

SFC Webb, Don
SSG Williams, Terrance

The Test

1. When employing a hand grenade, you must hit the target without exposing yourself more than?

- a. 10 seconds.
- b. 5 seconds.
- c. 15 seconds.
- d. 1 minute.

2. After you position your body in a comfortable position, what would be the next step?

- a. Look at the target and judge distance.
- b. Check your grenade to ensure the safety pin is in place.
- c. Make sure you are in a covered position.
- d. Pull the pin.

3. What is the first step in gripping the grenade?

- a. Hold the safety lever down with your thumb.
- b. Remove the safety clip.
- c. Arm the grenade.
- d. None of the above.

4. In order to arm a grenade, what is the first step?

- a. Pull the pin.
- b. Throw the grenade.
- c. Remove the safety clip.
- d. None of the above.

5. What is the second step in order to arm the grenade?

- a. Pull the pin.
- b. Throw the grenade.
- c. Remove the safety clip.
- d. None of the above.

6. What Amendment established a policy whereby the military services are provided the same opportunities to inform post secondary students of military career options, as are available to other employers.

- a. John Webber Amendment.
- b. Clinton Amendment.
- c. Solomon Amendment.
- d. None of the above.

7. Post secondary institutions can be denied access to certain _____ for preventing military recruiting on campus.

- a. Federal funds.
- b. State funds.
- c. Local funds.
- d. None of the above.

8. _____ will report any non-compliance and provide any documentation to the RCTG Bn ESS.

- a. Station Commander.
- b. Recruiter.
- c. Company Commander.
- d. None of the above.

9. _____ will identify the problem as outlined in

Question 8 and attempt to devise an acceptable solution.

- a. Station Commander.
- b. Recruiter.
- c. Recruiting Battalions.
- d. Company Commander.

10. If a solution can be reached, a memorandum with appropriate documentation will be submitted through channels to _____ for follow up action.

- a. HQDA.
- b. HQ USAREC.
- c. BN HQ.
- d. BDE HQ.

11. The ARISS 2000 (A2K) "replication" process performs

which of the following functions:

- a. Secure data backup.
- b. Laptop update (software).
- c. Baseline (issued software) inspection.
- d. Provides statistical and other data to the *Top Of The System* (TOS) server for use by command elements.
- e. Distributes data to end users (i.e. test scores, physical results and LEADS data).

12. Secure modem connections to USAREC's TOS are enabled by way of this A2K utility.

- a. Kermit.
- b. Windows NT Dial-Up Networking.
- c. ARISS Secure Tunnel Utility.
- d. PERMIT/Client.

13. In Leads/Reports, the ARISS-RWS folder entitled "Waivers" enables a recruiter to generate and submit applicant waivers.

- a. True.
- b. False.

14. What Web-based tool enables the station commander to assign territory (i.e. schools and ZIP codes) to subordinate recruiters, generate production reports and reassign applicant processing responsibility (*Emergency Reassignments*)?

15. Recruiters do have the ability to generate various production/mission reports.

- a. True.
- b. False.

The answers to this month's test can be found on the inside back cover.

Quality Volume - The Key To Our Success

Headquarters U.S. Army Recruiting Command



RSM December 2000

Top RA Recruiter

SSG T. Finley
(Mid-Atlantic)

SSG D. Ferrell
(Jacksonville)
SFC P. Keough
(Miami)
SSG D. West
(Nashville)

SFC J. Peconge
(Indianapolis)

SSG R. Gonzalez
(San Antonio)

SSG W. Washington
(Portland)

Top USAR Recruiter

SGT S. Arriaga
(Mid-Atlantic)

SSG W. Hopkins
SSG W. King
(Nashville)

SGT A. Laracuente
(Chicago)

SSG J. Crosby
(Oklahoma City)

SFC A. Gonzalez
(Phoenix)

Top LPSC

S. Charleston
(Beckley)

Lake City
(Jacksonville)

Ridge
(Columbus)

Decatur
(St. Louis)

Beaverton
(Portland)

Top OPSC

Lewisburg
(Beckley)

Athens
(Nashville)

East Liverpool
(Cleveland)

San Antonio Main
(San Antonio)

Evanston
(Salt Lake City)

Top Company

Bangor
(New England)

Gainesville
(Jacksonville)

Louisville
(Indianapolis)

Lewisville
(Dallas)

Phoenix West
(Phoenix)

Top AMEDD

New York

Carolinas

Indianapolis

San Antonio

Southern California

Answers to the Test

1.b. STP 21-1-SMCT, CTT Manual, SL 1 dtd Oct 94, task 071-325-4407, Standards.
2.c. STP 21-1-SMCT, CTT Manual, SL 1 dtd Oct 94, task 071-325-4407, Tng & Eval, step 1.
3.a. STP 21-1-SMCT, CTT Manual, SL 1 dtd Oct 94, task 071-325-4407, Tng & Eval, step 2.
4.c. STP 21-1-SMCT, CTT Manual, SL 1 dtd Oct 94, task 071-325-4407, Tng & Eval, step 3a.
5.a. STP 21-1-SMCT, CTT Manual, SL 1 dtd Oct 94, task 071-325-4407, Tng & Eval, step 3b.
6.c. USAREC Reg. 601-104, dtd July 2000, Appendix C, C6.
7.a. USAREC Reg. 601-104, dtd July 2000, Appendix C, C6,a.

8.b. USAREC Reg. 601-104, dtd July 2000, Appendix C, C6, d. (1).
9.c. USAREC Reg. 601-104, dtd July 2000, Appendix C, C6, d. (2).
10.b. USAREC Reg. 601-104, dtd July 2000, Appendix C, C6, d. (3).
11. a,b,c,d, and e. Replication performs all of these functions and is *the* premier production-related information source/distribution tool for the entirety of the Command.
12. d. ARISS 2000 CBT.
13. b. False. The A2K Waivers utility allows the recruiter/station commander to track a submitted waiver's progress and status.
14. ARISS Top of the System (TOS).
15. a. True. Recruiters do have the ability to access the *Top of the System* and generate a myriad of production related reports.

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